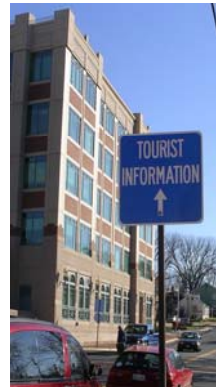


DED Hosts County Wayfinding Workshop

With more than 40 participants and observers present, the Loudoun County Department of Economic Development hosted a Wayfinding Workshop December 10 at the county government center. The meeting was a formal kick-off for a "wayfinding" initiative, which is intended to create a cohesive network of directional signs to direct Loudoun residents and visitors from major transportation gateways to key cultural, recreational, civic, and commercial destinations within the county. The effort is designed to enhance the county's image as an accessible, attractive, and active tourist destination, as well as reinforce Loudoun's image as a cohesive community and promote a positive business environment.

The session was led by Craig Berger, Director of Education and Professional Training for the Society for Environmental Graphic Design (SEGD). SEG D is an international non-profit educational organization for professionals who are leading designers of wayfinding and destination graphics for communities, universities, parks, and heritage areas. Following Berger's discussion, DED's Martha Semmes and Jason Fleming presented examples of the variety of uncoordinated gateway, directional, and destination signage systems currently located in Loudoun.

DED, in partnership with the Loudoun Convention & Visitors Association, will continue working on the wayfinding project in cooperation with representatives from SEG D, Loudoun's towns and tourism sites, and the Virginia Tourism Corporation, as well as members of the state and local Virginia Department of Transportation. A steering committee, which met following the workshop, has already been established and is currently working to develop a scope of work to define the project and outline possible funding sources. The group hopes to present the report to the Loudoun County Board of Supervisors in the spring. The Board would then consider approving a budget for the project, at which time the committee could move forward with a request for proposals.



Department's Prospect Activity—December:

- Responded to **702** requests for general information
- Worked with **2** new and **47** on-going prospects
- Delivered **2** proposals, **1** presentation, and **1** tour
- Distributed **28** Growth Summaries, **157** Christmas Tree Brochures, and **216** Wine Trail Brochures
- Received **22,728** hits on our website, with **6,064** user sessions

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Examples of current uncoordinated local signage (above) contrasts with a new wayfinding system recently approved for the Town of Leesburg (left).

Announcements and Expansions

New & Existing Business



- ◆ *Tessada & Associates, Inc.* (www.tessada.com) has leased 70,564 square feet of warehouse space at ProLogis Park in Dulles. TESSADA is a Hispanic, service-related, disabled veteran-owned, 8(a) certified business headquartered in Springfield. TESSADA has over 500 full-time and part-time employees located in 25 field offices throughout the United States. The Dulles location will house approximately 10 employees.

TESSADA provides a variety of services to government clients, including program management; support for financial management, contract reconciliation, and accounting and auditing; pre-award and post-award acquisition and administrative support; information technology, enterprise planning, and process improvement support; warehousing, logistics, engineering, and training support.



- ◆ *HBI Priority Freight* (www.hbifreight.com) moved its national headquarters to Loudoun County effective December 1. Previously in Herndon, HBI worked with Steve Cloud at ProLogis to lease 42,591 square feet of space at Building 5 of ProLogis Park in Dulles. The new facility will employ 75 people, and will house the company's corporate headquarters, its Dulles Airport operations, its Northern Virginia home delivery and appliance installation office, and its distribution and warehouse services.

HBI is one of the largest expedited trucking, distribution, and home delivery service companies in the

eastern United States, and serves over 7,000 zip codes on a next-day and two-day delivery basis.

- ◆ *WaveLight Laser, Inc.*, a subsidiary of Erlangen, Germany-based WaveLight Group, has selected Loudoun County as the new site of its U.S. headquarters. The Virginia Economic Development Partnership and the Department of Economic Development both assisted the company in its search for a new headquarters, and Virginia successfully competed with Maryland and Illinois for the project. The company opened its new 3,000 square foot facility at Loudoun Tech Center November 1, and will employ a staff of 30.

WaveLight Laser develops, produces and markets laser systems in the fields of ophthalmology, aesthetic surgery, urology and industrial applications. In October 2003, WaveLight received FDA approval to market its ALLEGRETTO WAVE™ excimer laser system in the U.S. for use in LASIK surgery procedures.

"With our decision to locate our U.S. headquarters in Virginia, we have chosen the best possible location. Both the transportation links and the growth opportunities have convinced us that the location we have chosen is the ideal starting point for our U.S. market entry, and we will manage all U.S. activities from here in the future. Overall, we are expecting to strengthen our market position as a high-tech laser manufacturer in the field of medical technology - especially in the United States," said WaveLight CEO Max Reindl.



Noteworthy

- ◆ *National Real Estate Investor* magazine recently profiled the **Buchanan Partners' office condo projects** in Loudoun. In the November article "Office Condo Development Heats Up, from Phoenix to Atlanta," Buchanan's Cascades Business Center development in Sterling, as well as the company's three new condo buildings at Dulles Trade Center I, were cited as examples of for-sale developments that have flourished during a time when leasing activity and other new construction has slowed. The article states that the combined effects of low interest rates and tax advantages have helped to spur investment in individual condo units among entrepreneurs and small business owners.
- ◆ *Money Magazine* has released its annual list of America's Hottest Towns, and the **Sugarland Run District** was selected as one of the top six in the nation. Home to one of the county's first planned developments, the eastern Loudoun community was created in 1971, and today boasts more than 29,000 residents. In selecting Sugarland Run, magazine editors noted the development's proximity to Washington, D.C., Civil War battlefields, hunt country, Dulles Airport, the Potomac River and the Beltway, as well as its good schools, affordable housing, and hub of local high quality employers. The area's overall cultural, environmental, and financial rankings, as well as weather, crime, and health statistics, were also considered. Centreville, Chantilly, Oakton, and several other Northern Virginia areas also made the list of the top 87 U.S. locations. The complete report is available online at <http://www.money.com/bestplaces/>.
- ◆ If the *Money* magazine report isn't enough to lure them to the area, potential residents can also consider this: a survey recently conducted by "Best Places to Live" expert Bert Sperling, and commissioned by the maker of Cranium board games, determined the Washington, D.C. area to be 7th among the **top 50 Most Fun Cities in America**. Sperling ranked the cities on their number of sports teams, restaurants, dance performances, toy stores, and the amount of city budget spent on recreation, among other factors.
- ◆ **Restorations and additions to two Loudoun landmarks** were profiled in the latest edition of *inform* magazine, a periodical dedicated to architecture and design in the Mid-Atlantic United States. The first article, "Landmark Addition," examines the challenges met when Washington, D.C.'s Bowie Gridley Architects set out to repair extensive water damage to Leesburg's 1922 Georgian Revival style Thomas Balch Library, while at the same time expanding the library's size, and minimizing the appearance of modern mechanical and technology systems within traditional furniture and architectural features.

The second article, "Keepsake Cabin," profiles the original cabin at Wheatland Farms near Waterford. Innovative restoration techniques used on the original cabin structure were highlighted, while the article also discussed the incorporation of modern conveniences to a new addition designed to complement the cabin's small scale.



Buchanan Partners' Dulles Trade Center I project.



Sugarland Run District was selected in part for its affordable housing. Unlike most of the D.C. area, Sugarland Run single family homes, like this 1974 rambler currently for sale, can still be purchased for less than \$300,000.



Hidden internet connections in new traditional-styled reading tables are one example of concealed modern improvements at Thomas Balch Li-



Wheatland cabin with addition.



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Department News

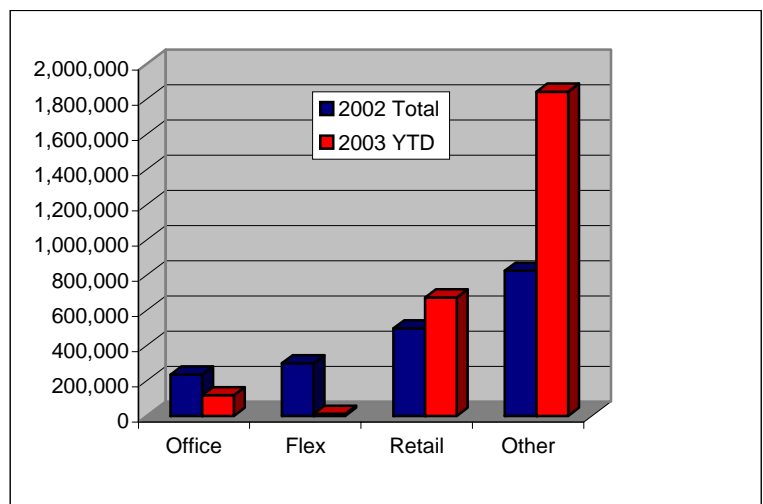
- ◆ Martha Semmes has launched the **Main Street Loudoun Bulletin**, an email-format report of Main Street Loudoun's (MSL) recent activities. The most recent report included information on MSL's recent field trip to Culpeper, the group's November partnership meeting, the December 10 Wayfinding Workshop, and a listing of holiday events in Loudoun's towns. The bulletin will be distributed approximately every two weeks, and anyone interested in being added to the mailing list should contact Martha at msemmes@loudoun.gov.
- ◆ Sean LaCroix delivered a presentation entitled "**Loudoun County: A Brief Economic Profile**" to the Board of Supervisors-elect December 13. That presentation summarized Loudoun County's economic history, described current local economic characteristics, and offered some projections regarding the county's future population and employment. The presentation was part of DED's continuing effort to keep the Board of Supervisors informed on Loudoun's most current economic conditions. That report and a copy of the accompanying text can be obtained by contacting DED. LaCroix's latest quarterly review of national, regional, and local economic indicators is available online at <http://www.loudoun.gov/business/new.htm>.
- ◆ Robyn Bailey, Christina Winn, and Sandy Denham took new *Washington Business Journal* economic beat reporter Ben Hammer on a Loudoun tour December 18.

VISIT US ON THE WEB AT:
WWW.LOUDOUN.GOV/BUSINESS

Construction Activity

In November 2003, Loudoun County permitted 269,850 square feet (SF) of nonresidential construction. The combined value of new buildings (\$11,690,369) and alterations (\$1,707,866) is over \$13.3 million.

- ◆ Office — 78,250 SF in November and 0 SF in October
- ◆ Flex/Industrial — 0 SF in November and 11,373 SF in October
- ◆ Retail — 0 SF in November and 0 SF in October
- ◆ Other — 191,600 SF in November and 252,635 SF in October
- ◆ Taxable — 269,850 SF in November and 11,373 SF in October
- ◆ Route 28 — 29,400 SF in November and 11,373 SF in October



Nonresidential Construction — Square Feet Permitted
2002 Total and 2003 Year-to-Date